



Recycle This! Newsletter

*Newsletter of the Maine State Planning Office, Waste Management & Recycling Program * September 2000*

Governor King to Kick Off Maine Recycles Week!

On September 8, Governor Angus S. King, Jr. will publicly proclaim November 8-15 as Maine Recycles Week (MRW) at a special Kick-Off Press Event at the Blaine House.

Governor King will highlight select Maine businesses that manufacture products with recycled content, provide an overview of recycling in Maine and unveil the MRW 2000 poster, which features original artwork drawn by a Massabesic Junior High School student during MRW 1999. (See inset on page 2.)

Dick Thompson, Director, State Division of Purchases, will also be present to speak about the various recycled content materials purchased by Maine state government.

Those invited to the press event include MRW 2000 Steering Committee members, major sponsors of MRW 2000, and the student who created the poster artwork.

For information on how your town can participate in Maine Recycles Week 2000, please see the special insert in this newsletter and/or visit the MRW 2000 web site at:

www.recyclemaine.com



Maine Recycles Week 2000 Promises to Put the Spotlight on Recycling!

Thanks to the hard work of a dedicated Steering Committee, Maine Recycles Week 2000 (MRW 2000), November 8-15, is already taking shape as a major recycling promotion campaign.

Following is a summary of plans for MRW 2000.

Slogan

Think Twice, Recycle Maine!

Pledge Contest

As part of America Recycles Day/Maine Recycles Week 2000, individuals who pledge to recycle more or buy recycled will be entered into two separate drawings, one at the state level and one at the national level.

State Prizes: L.L. Bean Backwoods Lodge tent, 4 Boston Red Sox tickets (box seats), 4 Boston Bruins tickets (box seats), 4 Portland Pirates tickets (box seats), and 4 Portland Sea Dogs tickets (sky box)

National Prizes: the American Green Dream House, a Trip for 4 to Disney World

If you would like to organize a pledge drive in your municipality, contact Shannon Haines at 1-800-662-4545 or shannon.haines@state.me.us for free posters and pledge cards.

School Programs

Special packets containing curriculum activities, poster contest rules, and other MRW materials have been mailed to over 80 schools, and SPO continues to get requests for these materials every day. In addition, SPO will host a booth at the Maine Science Teachers Association's annual conference in October in order to distribute MRW materials to interested educators.

Poster Contest: Any student in grades 1-12 is eligible to enter the MRW 2000 Poster Contest. Twelve entries will be selected to create a 2001 MRW Calendar. In addition, one of those twelve entries will become next year's official MRW poster.

Prizes: Each school's participation will be judged by the MRW 2000 Steering Committee. (Extra points will be given to those schools that work with the local recycling program to promote recycling in the community.) The top 3 schools will each receive a \$500 cash prize. 5 of the remaining schools will be chosen at random to receive \$100 cash prizes, and 4 additional schools will be randomly selected to receive a free presentation by the Chewonki Foundation of their educational program, "Too Much Trash."

(cont'd on page 2)

MRW 2000

(cont'd from page 1)

Media Efforts

The MRW 2000 Media Subcommittee has already taken steps to ensure that MRW 2000 receives the maximum amount of media attention possible.



Governor's Kick Off Event: Governor Angus King will introduce MRW at a special press conference on September 8th. See the inset on page 1 for more information.

Press Kits: The Media Subcommittee is putting together MRW press kits for distribution to the media at the Governor's press event and throughout the month of September. The press kits will contain prerecorded PSAs for both TV and radio, buy recycled information, pledge contest details, suggested stories/features for MRW, and background information on MRW and ARD. The Press Kits will be distributed in Maine Recycles Week tote bags made from recycled soda bottles.

Press Releases: The Media Subcommittee will also issue geographically targeted press releases prior to and during MRW 2000 to alert the media to local events being held in celebration of MRW, so please be sure that SPO knows what your plans are for MRW 2000! You may also want to issue your own press event at the local level to ensure media coverage.

Sponsorship

All of the new and exciting elements of MRW 2000 are made possible by the tremendous support of the Maine business community and other interested organizations. Sponsorship funds will be used to print the MRW 2000 posters and 2001 MRW calendars that will be distributed to municipalities, schools, and businesses across the state. Sponsorship money will also be used for the school prize fund.

Special thanks to the following sponsors of Maine Recycles Week 2000:

Major Sponsors:

The Chewonki Foundation, East Coast Environmental Services, Fairchild Semiconductor, Guilford of Maine, Maine Energy Recovery Company, Penobscot Energy Recovery Company, William Goodman & Sons, Maine State Planning Office

A.E. Robinson Oil Co., Commercial Paving & Recycling, Hannaford Brothers Co., L.L. Bean, Maine Recycling Corp., Parallel Transportation Services, Poland Spring Bottling Co.

Additional support provided by: Acheron, Androscoggin Valley Council of Governments, Boise Cascade Office Products, Cascades - Auburn Fiber, The Colony Hotel, Mad Gab's, Maine Trailer, Northeast Delta Dental, Pittsfield Woolen Yarns, Pond Cove IGA, Tom's of Maine, Waste Management of Maine.

Maine Recycles Week 2000

November 8th - 15th



This original artwork, drawn by Becki Schunneman of Massabesic Junior High School in Waterboro, will appear on all Maine Recycles Week 2000 materials. MRW 2000 posters will be available in two sizes, 11"x17" and 24"x36".

Waste Management and Recycling Program Staff Changes

The Waste Management & Recycling Program has a new administrative assistant. Cindy Fortin brings over 8 years of administrative support experience with her. She is responsible for providing necessary staff support and project assistance for much of the program work. Cindy also answers many of the questions that are called in and fulfills many of the requests for publications that we receive.

Lisa Baldwin has recently left the Waste Management & Recycling Program. Lisa was responsible for much of the technical writing and cost benefit analysis done by the program. The Waste Management and Recycling Program intends to fill this position. In the meantime, for assistance with cost benefit analysis, please contact Sam Morris at 287-8054 or George MacDonald at 287-5759.

Disposal Capacity Report Nearing Completion

The State Planning Office, Waste Management and Recycling Program, is currently updating its biennial 'Solid Waste Generation and Disposal Capacity Report' for presentation to the Legislature. This report contains data including the amount of municipal solid waste generated within the past twelve months, the type and tonnage of materials recycled, the calculated state recycling rate, remaining and/or projected municipal solid waste disposal capacity at facilities, and other related issues that are timely or appropriate.

Much of the necessary data has been received from municipalities, regions and private facilities as well as the commercial broker survey. Work will begin shortly on totaling the numbers, integrating municipal recycling reports with commercial sector efforts, analyzing this data to determine the state wide recycling rate and comparing these various numbers to see if there are trends or concerns that need to be addressed.

Also included in this update will be (1) a view of waste reduction activities and setting a waste reduction goal, and (2) a discussion of 'diversion' activities. Diversion is a 'value' used that gives credit to selected management strategies that promote 'beneficial reuse' of wastes or may assist in keeping certain waste streams, such as sludges, out of disposal facilities.

The report is planned to be completed by mid-fall.



Advisory Group Focuses on "What to do with HHW?"

The Household Hazardous Waste (HHW) advisory group created by PL779 has made considerable progress in its quest for a workable HHW Plan for Maine. State Planning Office (SPO) and Department of Environmental Protection (DEP) staff have met this summer with individuals from municipalities, regional organizations, business, private sector and environmental groups in order to come up with a state wide plan for the management of HHW and Universal Waste.

The purpose of the group is 3-fold: to develop relationships between all levels of the Maine community concerned with the reduction and proper management of these wastes, to create a plan that is cost effective, convenient, and available to all Maine citizens, and to garner support for anticipated legislative actions.

The initial meeting focused on individual goals and then proceeded through a matrix exercise. The point was to compare the group's knowledge and perception of the toxicity, quantity, and disposal cost of the common products in the HHW stream. That information was then used to discover issues, clarify management options, and prioritize and group components of the waste stream.

The group agreed from the outset on the need for a program heavily front loaded with public education and outreach to reduce both the amounts and toxicity of household products that end up as waste. Waste reduction would be a common management option that cut across all waste categories.

The second meeting refined the matrix and went further to discuss collection, storage and consolidation, disposal and recycling options and issues for each of the waste types.

The next meeting on September 6th will try to match up the waste streams and different management methods into a workable plan. For information about the work of the HHW group, please contact Sam Morris at 1-800-662-4545 or sam.morris@state.me.us.

Receive Your Copy of *Recycle This!* Electronically

If you would like to receive this newsletter electronically or read an electronic copy on our web site, please contact Shannon Haines at shannon.haines@state.me.us or 1-800-662-4545. Once you put yourself on our electronic mailing list, you will receive a quarterly e-mail in place of the hard copy.



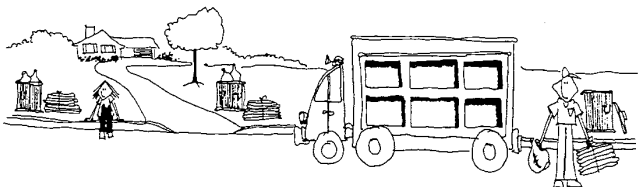
**Maine State Planning Office
Waste Management & Recycling Program
38 State House Station
Augusta, ME 04333-0038
1-800-662-4545 or 207-287-8050
www.recyclemaine.com**

SPO Thanks Towns and Regions for Submitting the 1999 Municipal Reports

As of mid-August, 234 individual towns representing 70.8 % of Maine's population and 44 regions representing 25.7% of Maine's population have submitted their 1999 annual municipal/regional recycling reports. Thus, 96.5% of Maine's population is included in 1999 reports submitted so far. In 1998, 98% of Maine's population was included in the final count from municipal reports.

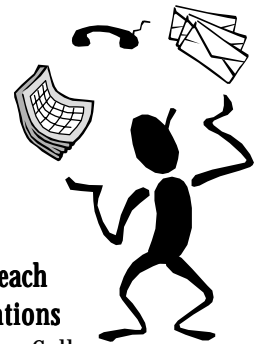
SPO is still waiting for the few outstanding municipal reports before undertaking the 1999 analysis of solid waste disposal and recycling. The 1999 result and analysis will be completed and mailed out this fall.

SPO appreciates the effort of respondents in completing the report.



Coming Soon

**September 8, 2000 - Maine
Recycles Week 2000 Kick-Off
Press Event with Governor Angus
S. King, Jr.**



**SPO-Sponsored Education & Outreach
Workshops** to be held in **7 locations
throughout the state in September.** Call
Shannon Haines at 1-800-662-4545 for more information.

November 8th - 15th - Maine Recycles Week 2000! Contact
Shannon Haines at 1-800-662-4545 for more information on
how you can get involved this year and why you should!

November 15th is America Recycles Day.

A Guide to Celebrating MAINE RECYCLES WEEK!

It's Easy, It's Fun, and ANYONE Can Do It!

Anyone can celebrate Maine Recycles Week (MRW). It is just a matter of determining how much time and resources you have to put into it. SPO has developed this Guide to Celebrating Maine Recycles Week to help you organize an effort based on the amount of time and resources that you have available to you.

Event ideas have been broken down into three categories: Level 1, Level 2, and Level 3. Level 1 Activities are activities that involve only the recycling program and its staff, whereas Levels 2 & 3 involve the rest of the community to some degree. Level 2 activities are ways that the recycling program can reach out to the community and Level 3 Activities encourage cooperation between the recycling program staff and the community in the planning and implementation of events. SPO encourages you to use these levels as building blocks. If you can accomplish everything in Level 1, move on to Levels 2 & 3. For many communities this will be the first time that they have attempted this sort of campaign. In that case, Levels 2 & 3 will be something to aim for in future years.



GENERAL ADVICE

No matter how much your community plans to do for Maine Recycles Week, there are a few things you should keep in mind:

- **If you have a recycling or solid waste committee, involve them early in the planning stages.** Chances are they will be able to take a good deal of the weight off your shoulders.
- **Make sure to let the local media know what you are doing .** It is important to remember that the goal of MRW is to raise public awareness of recycling and the purchase of recycled content products. The media will help you to reach the widest audience with your message.
- **Be creative in assessing your resources.** If you are a one-person team or a small shop and you think that it is impossible for you to do what you want to do for MRW, think again. Look around the community for other resources. There may be a 4th grade class, for example, that would be able to create a Buy Recycled display for a class project.
- **Make sure that SPO knows about your efforts.** SPO will list all known municipal events on our web site, both to recognize participating towns and also to serve as inspiration for other towns wondering what to do. We will also be including municipal events in our MRW press releases. In addition to publicity, SPO may also be able to offer you educational materials, contact information, and other resources that will help you in the planning of your event.

LEVEL 1 ACTIVITIES

These activities can all be managed by a single person and do not necessarily require a recycling committee or volunteer group.

Posters & Pledges

- Put up the MRW 2000 poster, provided by SPO, at your facility or the town office.
- Make the America Recycles Day pledge cards available to residents. Be sure to collect and mail the pledge forms back to SPO at the end of MRW.

Create a Display

- Put together a display on buying recycled content products for people to stop at when they come to your facility.
- Start by calling SPO for their fact sheet entitled *Buy Recycled and Close the Loop!* Make copies of this to distribute at your display.
- Display materials that you collect for recycling along with a product that is made from that material. For example, display newspapers, phone books, and magazines (a.k.a. "Maine Pack") with the end product phone books, or milk jugs with a traffic cone, etc.

Hold an Open House

- Pick a date between the 8th and the 15th of November.
- Invite the public to stop by and fill out a pledge card. Advertise by putting posters in the town office, local businesses, and at the facility.
- Have staff available to answer any questions that the public might have.

- Consider offering refreshments - cider and donuts make great snacks in November!
- Invite the local press to cover your open house.

Run the Pledge Card as a Coupon in the Paper

- Unless you can get your local paper to donate the ad, this option may cost money, but you will be reaching a large number of people with your message.



LEVEL 2 ACTIVITIES

If you start planning early, you can do even more. These activities involve bringing your message out into the community. Keep in mind that the more effort you put into it, the more you will raise public awareness.

Put Displays Up in the Community

- In addition to a display at your facility, put displays up at the town office, the library, and other public areas.

Give a Talk in the Community

- Arrange to talk about recycling and local opportunities for buying recycled at the school(s) and/or meetings of local organizations and service clubs, such as the Rotary or Grange.

Work with the Media

- Write a letter to the editor on recycling or buying recycled.
- Ask the local media to do a story or series of stories on recycling and/or buying recycled.

Conduct Tours of Your Facility

- Schedule tours of the facility during MRW. Invite school classes or open the facility up to the public. If you plan to invite school children, be sure to contact the school at least a month in advance.

Conduct A Survey

- Write up a brief survey regarding public awareness of recycling and the purchase of recycled content products. Ask people to fill out the survey as they come to your facility. (You could also ask students from the local school to volunteer to conduct the survey orally. Many high school seniors are required to perform community service.) This is a way to not only find out how much your public knows, but also to raise awareness of terms such as “buying recycled.”

Get Municipal Officials to Pledge Publicly

- Ask a local elected official to publicly fill out a pledge card. You may want to schedule this at your open house or some other event for MRW. Be sure to invite the local press.

**FOR MORE INFORMATION OR TO OBTAIN YOUR
FREE MAINE RECYCLES WEEK MATERIALS,
PLEASE CONTACT:**

**Shannon Haines, (p) 1-800-662-4545 or
shannon.haines@state.me.us**

**YOU MAY ALSO VISIT THE MRW WEB SITE AT:
www.recyclemaine.com**

LEVEL 3 ACTIVITIES

Parade/Festival/Celebration

- Put together a MRW Committee and work as a group to organize a big event in celebration of MRW, such as a parade, a fun festival, or some other sort of celebration.

Involve All Segments of the Community

- Work with businesses to help them display their products made from recycled content.
- Work with schools to coordinate special recycling-related events.
- Ask town officials to issue a proclamation supporting MRW and “buy recycled.”

Special Materials Drive

- Hold a collection for a material that you don’t usually collect in your program, such as electronic equipment.

Work with Local Radio/Public Access TV Station

- Write a public service announcement and have your local radio station record it.
- Talk to your local public access station about doing a half hour spot on recycling or buying recycled. You may want to work with the local schools on this project. Students could write a script and record it at the local station for school credit!